

Preserve America Committee Meeting Minutes
Thursday, May 7, 2009, 8:00 a.m.
Hall of Fame Room, City Hall

Present: Lynn Gifford, Gary Walker, Erica Dial, Randy McLaury, Mary Carel Verden, Chamber of Commerce Director Dave Phillips, Finance Director Laurie Sullivan, Media Services Director Bill Brehm

Absent: Alderperson Ross Scovotti, Darlene Arneson, Alan Hedstrom, Judy Singletary

Others Present: Becky Gusman, Merri Oxley, Cindy Hoesly, Mayor Jim Griffin, Sharon Beckman, Jeanne Dunbar, John Jaglowski, Alderperson Carl Chenoweth, Diane Reinstad – staff Mr. Verden

Reinstad opened the meeting at 8:01 am.

Introductions of all present.

Elections:

Randy McLaury nominated as Chairperson by Walker. There were no other nominations.

Motion by Phillips, 2nd by Verden to close the nominations and elect Randy McLaury as the Chairperson.

Motion carried unanimously.

Lynn Gifford nominated at Vice Chairperson by Phillips. There were no other nominations

Motion by Phillips, 2nd by Sullivan, to close the nominations and elect Lynn Gifford as Vice Chairperson.

Motion carried unanimously.

Motion by Walker, 2nd by Gifford to approve the minutes from the August 28, 2008 meeting.

Motion carried unanimously.

Reports:

Finance – Sullivan will prepare a monthly Treasurer’s report and it will be attached with each agenda. Monies received in 2008 and the marketing conference fees are in the account. Money for the Stoughton Fine Artsy Fair advertising is currently coming in.

It is important to convey to the community, as we make our presentation for fundraising, that the committee is ongoing and continuing to pursue the grant.

Fundraising – No report

Marketing –

PA Progress Summary - May 7, 2009 (*hand out prepared by Walker*) – plan to post this on the Stoughton Website.

PA Grant Notes (*phone conference Walker & David Banks*) *hand out prepared by Walker.*

Historic Stoughton’s Brand and Marketing Framework Progress Update – May 8, 2009 *hand out*

NEW BUSINESS

Committee Membership -

Judy Singeltary – School District

Jeanne Dunbar – Landmarks

Darlene Arneson – Sons of Norway Lodge will not be able to attend day meetings

McLaury will contact Arneson to find a replacement from the lodge.

Mayor Griffin will include these names on the council agenda for approval.

It was suggested that someone from the Fair Board also be included on the PA committee.

New members can be added as the need arises.

Additional interested individuals are encouraged to be involved in the sub committees.

Permanent Meeting Date:

Motion by Sullivan, 2nd by Phillips to meet on the first Thursday of the month at 8:00 am.

Motion carried unanimously.

Status of Grant Application:

The grant application has been sent in twice and rejected each time. We will try again. The next deadline for applications to be submitted has not been published yet. Possibly in June.

Phillips recommends we focus on the downtown area – the last grant application was too broad.

The downtown is the heart of the city and it extends to other areas. As per the phone conference there were 3 major comments – (1) the primary objective was great, (2) we need to connect the dots, and (3) use of our resources – heritage and the people. By using the word “Historic” Stoughton to promote our events, festivals and landmarks, such as the Opera House, Library, Syttende Mai, Coffee Break, etc. the people who are drawn to the city have an effect on the entire community. Before our marketing begins, we need to focus on how all this will effect the city.

Sullivan (*hand out on PA Grants by state*) It was suggested that we obtain a copy of the grant application from Syracuse, New York, and see how they prepared it. They have similar qualities as Stoughton.) The Grant Committee can look at it and personalize it for Stoughton. Verden suggested we also look at Mesa Verde County, Colorado grant application. Copy of applications can be obtained by contacting the National Parks.

Mission Statement:

Discussion on what is the Preserve America’s official mission and primary objection.

Our mission is to submit grant applications. The grant becomes a tool to unite the community.

Motion by Verden, 2nd by Sullivan to change the wording of the mission statement:

“~~Unite~~ Secure grants and funding designed to promote the Stoughton community around a common vision to ~~promote~~ develop and market its historic and cultural assets, build local pride, encourage tourism, and stimulate economic development.”

Motion carried unanimously.

Sub Committees

Fundraising - 80% of the money has to be re-raised. There was \$233,000 in commitments. Need to reaffirm those who made commitments.

Ross Scovotti was nominated to head up this committee. Gary Walker will help on the committee.

Grant Writing – Dave Phillips was nominated to head up this committee.

Members of the committee: Mary Carel Verden, Erica Dial, Laurie Sullivan, Gary Walker

Grant Writing committee will meet and bring info to the next PA meeting.

Marketing – next meeting for the Marketing Committee – May 21, 2009 @8:00 a.m. location TBA
Mary Boeding, Gary Walker, Mary Carel Verden, Merri Oxley, Cindy Hoesly, Erica Dial, Sharon Beckman

Marketing will research all elements before putting together a campaign.

All members are to give Reinstad their email addresses to ensure meeting dates and times are made known to all members. Reinstad can be contacted at: dreinstad@ci.stoughton.wi.us

Motion by Phillips, 2nd by Sullivan to adjourn the meeting at 9:35 am.
Motion carried unanimously.

Next Preserve America meeting – Thursday, June 4th, 2009 @8:00 am in the Hall of Fame Room, Lower Level of City Hall.

Respectfully submitted,

Diane Reinstad
Administrative Assistant to Finance Director